

Knowing your wine business is the first strategy to face uncertainty

scritto da Fabio Piccoli | 10 Giugno 2025



Relying solely on intuition is no longer sustainable in today's wine industry. Knowing the real economic and strategic state of your winery is key to survival and growth. A new tool developed by Wine Meridian and Fabio Tavazzani offers entrepreneurs a clear, customized overview to make decisions with confidence and avoid wasted resources.

As our regular readers know, I don't usually write about our services in my editorials, but this time I made an exception because I believe that today having the right tool to deeply understand the real potential of your company is truly decisive.

Too often, wine entrepreneurs make important decisions based on intuition, feelings or simple impressions. Not because they lack will or skills, but because they lack a clear and coherent tool, tailored for the wine industry and its specificities.

In the wine sector, we still rely too much on generic financial models, designed by people who don't truly understand our industry's challenges. **The result? Reports that fail to reveal what's really happening in the company or where its true potential lies.**

In such a complex and uncertain phase, this is a luxury no one can afford anymore. **We need certainty: knowing your company in depth.** To understand what works, what doesn't, where to invest and where to cut.

That's why, with Wine Meridian and in collaboration with Fabio Tavazzani – a long-time partner and one of the leading experts in winery management – we have developed a service that meets this need.

It's not ordinary consultancy or a basic financial analysis. It's a strategic, wine-focused tool that outlines the real economic health of the company: real margins, debt sustainability, investment impact, cash flows, and more.

It's a clear and useful picture, meant for conscious decision-making. **Because only those who truly know their company can create coherent strategies** aligned with their identity and growth or restructuring goals.

Those who still rely on intuition risk wasting time and resources. Those who base their decisions on accurate data, instead, will gain clarity and strength to face today's and tomorrow's challenges.

Being aware of both strengths and weaknesses means becoming a competent and responsible entrepreneur and manager.

Years ago, together with my friend Fabio Tavazzani, we wrote the book *“Being wine entrepreneurs today: how to build the new Italian wine leadership”* ([discover our books archive](#)). This service we now offer represents the ideal starting point for anyone wanting to embrace that vision.

Key points

1. Too many wineries still decide based on intuition, not data.
2. Generic financial models fail to capture wine sector complexities.
3. A new tailored tool provides real economic clarity.
4. Strategic decisions need deep knowledge of your company.
5. Understanding weaknesses builds stronger, more aware managers.